CANADIAN MOVING PICTURE

DIGEST

JAY L. SMITH
EDITOR AND
PUBLISHER

FORTIETH YEAR OF PUBLICATION 1915-1954

RAY LEWIS
FOUNDER
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250 Million Canucks Pay To See Pix

On The beam

By JAY L. SMITH

One of the most amazing developments in the Film Industry in Canada in recent years has been the change of attitude of distributors, exhibitors and public alike towards so-called Art pictures. I can well recall a few years back, when Ray Lewis was pioneering in the development of this type of pictures, handling through Alliance Films the distribution of the Italian operas, such as "The Barber of Seville" and "Rigoletto", and the DeSica opus, "Shoe Shine", there were only two outlets for these "different" pictures in Toronto, the Royal Alexandra Theatre, and Eaton's Auditorium. Both were very expensive propositions, where the distributor had to rent the theatre, underwrite an extensive newspaper advertising campaign, and hope and pray we would at least break even, or maybe make a few dollars profit.

Now look at the same situation today. At the Towne Cinema, "The Green Scarf" (Brit.) is in its 3rd week; at the International Cinema, "An Inspector Calls" (Brit.) is in its 4th week; at the Hollywood, Toronto, "Companions in the Night" (French) is in its 3rd week; at the Circle, Metro and Esquire is the Italian operatic double-bill of "Cavalleria Rusticana" and "La Traviata"; at the Studio, a Polish picture, "The Life of Chopin"; at the Pylon, an all-Italian program; at the Major, St. Clair, an all-Italian program; at the Melody Theatre, a German program.

Nor does this take into consideration Odeon's Hyland and Christie Theatres where the British film, "Doctor in the House" is in its 4th record-breaking week, and at the same company's Danforth and Humber Theatres, "The Kidnapp-

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Newspapers Ignore Film Biz Interest—Amusement Rates Up

Over 250 million Canadians pay their way into Canadian theatres, every year, but despite this Canadian newspapers, in the main have seen fit to scramble up their amusement page, lumping theatre ads with everything under the sun, and giving front page and wide coverage only to the more sensational phases of the news of our industry.

Charging in most cases higher rates for theatres, the papers provide page after page of women's, sports, Radio and TV news. The recommendation of the committee headed by N. A. Taylor for a Can-

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Odeon Ontario Mgrs. Meet In Toronto

Theatre managers who presented subject features at the Canadian Odeon regional conference at the Royal York Hotel, following the gala showmanship prize-presenta-

(Continued on Page 3)

Famous Players Executives Meet With Western Partners

The president of Famous Players and a group of his executives recently completed a trip across western Canada holding meetings in Winnipeg, Regina, Calgary, Edmonton and Vancouver.

The party from Toronto included J. J. Fitzgibbons, R. W. Bolstad, Bob Eves, Western division manager, Ben Geldsaler, chief film booker; J. J. Fitzgibbons, Jr. president of Theatre Confections Ltd.; George Cuthbert, manager of General Theatre Supply Co. and James R. Nairn, director of adver-

(Continued on Page 2)

Keep your eyes on

SYMBOL OF SERVICE

COMMUNITY CHEST DRIVE
OCTOBER 4

White Christmas For Maritime Confab

General Manager Gordon Lightstone of Canadian Paramount has arranged for a special screening of "White Christmas" in VistaVision in connection with the annual meeting of the Maritime Exhibi-

(Continued on Page 3)

AN RKO FIRST

Jack Labow, RKO Canadian general manager, announced that RKO's "The Big Rainbow," starring Jane Russell and Gilbert Roland, filmed in Technicolor and SuperScope, can be shown in theatres equipped with CinemaScope equipment. This is the first picture not filmed in CinemaScope that can be shown in the CinemaScope ratio. "The Big Rainbow" will have a Christmas release in Canada.

Sask. Exhibitors Hold Meeting

Strong objection to movie distributors releasing motion pictures at advanced prices was voiced by the Saskatchewan Motion Picture Exhibitors' Association at its annual meeting in the Hotel Saskatchewan, Regina, Sept. 12.

These "so-called" road shows were selected at the producer level and sold only on condition that

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Taylor Reports To CMPIC On Motion Picture Institute

The Fourth Annual Meeting of the Canadian Motion Picture Industry Council of Canada, last November appointed a committee for the purpose of studying the suggestion of a Canadian Motion Picture Institute. The Council appointed N. A. Taylor, chairman and with his committee of Morris Stein, David Griesdorf, William Lester and Gordon Lightstone unanimously recommended the items listed below for consideration at the MPIC Convention, which takes place November 22-24. The report was read by Gordon Lightstone at a

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Quebec Pioneers Golf Tournament

The Quebec Division of the Canadian Picture Pioneers held their first Annual Golf Tournament and Dinner at the Lakeshore Golf and Country Club, Lachine, last Thursday, and in spite of poor

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20th CENTURY THEATRES ORDER SUPERSCOPE LENSES FROM THEATRE POSTER SERVICE LTD.

On the Beam

(Continued from Page 1)

ers" (Brit.) is now in its 17th Toronto week, having moved over from the Hyland-Christie. And that is still just part of the picture, for on October 7th, the Avenue Theatre goes into a first-run Art policy, with the local premiere of the French-Canadian production, "Tit Coq" starring Gratien Gelinas (Fridolin), while the York Theatre is also now operating on a similar policy, this week playing an all-British program, and starting foreign films next week.

The first thought that comes to mind, of course, is that Toronto has become a big Metropolitan centre along the lines of New York and is not indicative of the country as a whole. But this explanation won't hold water, either, for some story on a smaller scale applies to the rest of the country.

In Montreal there are at least three theatres playing exclusively Italian product, plus two or three playing only British films, in addition, of course, to the usual French house. In Ottawa, two theatres, the Little Elgin and the Towne Cinema are operating on a strictly Art policy, while the Glebe plays almost exclusively British films. In Hamilton, one or two theatres are playing Italian and other foreign product; in Sudbury, the LaSalle plays a number of Italian films; in Brantford, Odeon played a number of foreign films last year, and the College Theatre starts a one-night-a-week Art film policy very shortly.

Going farther afield, in Winnipeg, both the Osborne and the Dominion have done very well with foreign pictures and will probably continue the policy this Fall. In Calgary and Edmonton, foreign films have had some very successful runs, while in Vancouver, the Studio Theatre, and the Odeon-Hastings both have made a success with an Art policy.

What the future holds for foreign films in Canada, nobody knows. Dubbing the foreign pictures in English certainly will increase their potential runs considerably but the Canadian public has apparently become quite willing to accept foreign films in their native language, and is intelligent enough and mature enough to understand and appreciate the artistic merit and entertainment qualities of the non-Hollywood product.

EXACTLY LIKE YOU

Columbia's Frankie Laine musical, "Exactly Like You" to go before the cameras in December.

QUEBEC PIONEERS

(Continued from Page 1)

weather, had an excellent turnout. The Toronto IATSE Team, that won the Toronto and Winnipeg tournaments, split up in Montreal, with A. Byford and A. Pura playing the Montreal duo of A. Hague and B. Murray, while the other Toronto pair of F. Cox and F. Cross took on Joe Strauss and Geo. Panis of Montreal. Both Toronto pairs won by comfortable margins.

The J. H. Strauss trophy for low net score, donated by Joe Strauss of the Empire Theatre, Montreal, was won by Bill Murray. 2nd low net was won by Harold Giles. Low Gross winner was L. Rosenbloom, with Donat Paquin winning second low gross. Prizes for High Gross and 2nd high gross went to B. C. Salamis and Sam Shadley respectively. Guest prizes were won by Frank Cox, Toronto, low gross, and Bill Hill, Montreal, low net. President of the Quebec branch of the Canadian Picture Producers is Fred Peters.

Ralph Ellis Upped By Film Board

The National Film Board announced the appointment of Ralph C. Ellis, 30, as sales and theatrical representative for the United States and assistant to T. L. Johnston, chief NFB representative in the U.S. Ellis, who took over his new duties on October 1, will be responsible for sales of both 16 and 35 mm. films. Ellis, native of Milton, N.S., joined the Film Board in

RALPH ELLIS

1946, after wartime service in the RCAF, as a field representative in the Maritimes. He later became coordinator of theatrical distribution in Ottawa, theatrical sales representative stationed in Toronto and since July 1953 has been distribution promotion officer in Ottawa.

FAMOUS PLAYERS

(Continued from Page 1)

tising and public relations.

The meetings took the form of round-table discussions between company executives, partners and associates and district managers. During the visits the head office group inspected the company's properties and equipment and the president inducted newcomers into the Famous Players' 25 Year Club.

The meetings dealt intensively with new product, new devices for presentation, confections, advertising and operation with the heads of various departments leading in the discussions.

Mr. Fitzgibbons told the meetings that it must be admitted that in recent years our industry had not kept pace with other developments in the entertainment field.

"On our train coming out was one of the new type of streamlined, vistadome cars the Canadian railways are now putting into service" said Mr. Fitzgibbons. "One has only to ride in one of those cars and then walk through the rest of the train to appreciate the difference.

"The same thing applies to our business. To meet the challenge of television and other forms of entertainment competing with us we must streamline our presentations."

Mr. Fitzgibbons stressed the fact that the motion picture business has entered an era of prosperity. He spoke enthusiastically of the new product now being presented in the theatres.

Less than a year ago, he said, we were reading critical remarks about the motion picture industry. Now, thanks to tremendously improved stories and pictures and to the revolutionary new systems of presentation such as VistaVision and CinemaScope, a recognition of the industry's come-back was being noted in the press and magazines.

"Some of us didn't admit it at the time but many of us were gravely concerned about the state of our industry a year or so ago," Mr. Fitzgibbons said, "but today I defy anyone to be pessimistic about the motion picture business."

The two-day Winnipeg meeting included the home office group with Gordon Carson, Fort William; Richard, Nathan and George Miles, Winnipeg; Bob Hurwitz, Winnipeg; John Ferguson, supervisor for the Prairie Provinces; Harold Bishop, district supervisor; George Dowbiggin, district booker; and Don McKenzie, supervisor of maintenance, all of the Winnipeg office; Jim Cameron, Lakehead theatres supervisor; Lionel Gibb of Theatre Confections and Charles Maybee of General Theatre Supply Co.

At Regina the executives met with partners Jack Watson of Regina; Harry Durham of Shaunavon; James Butler, Newt Byers and Bill Winterton of Saskatoon; Clarence V. Marshall of North Battleford; William Mahon of Prince Albert and John Ferguson, Lionel Gibb and Charles Maybee.

Present at the Calgary meeting were partners K. M. Leach, Calgary; A. W. Shackleford of Lethbridge; Clarence Entwistle of Edmonton; James Parnell and his sons of Red Deer together with John Ferguson, Don McKenzie, Lionel Gibb, Charles Maybee and Paul Cardell, Calgary district booker.

In Vancouver discussions were held with Harold Warren of Port Alberni; Frank Gow, Maynard Joiner, Lou Karp, district booker; John McCausland, supervisor of maintenance and construction; Frank Troy of Theatre Confections and Bill Forward of General Theatre Supply Co.

On October 4th and 5th partners' meetings will be held in Saint John, N.B., and in Toronto on October 13th and 14th.

SASK. EXHIBITORS

(Continued from Page 1)

higher admission prices be charged, the association said. The exhibitors termed this situation an "exploitation" of the public.

They also stated that they felt the distributors were withholding regular price motion pictures until their road shows had been signed for by theatre managers.

More advanced price movies were released this year than ever before, they said.

Delegates also expressed the opinion that the National Film Board was encroaching on the rights of private enterprise. They said they didn't like the idea of the NFB getting its pictures into theatres with the solicited help of service clubs. If the NFB continues its business in this manner, they said, the public will soon be getting more politics than entertainment.

A recommendation that theatre owners supply free passes to members of the Canadian National Institute for the Blind was passed.

Delegates attended a premiere of Paramount's new VistaVision production, "White Christmas," at the Nortown Theatre.

J. D. McKenzie, Estevan, was elected president, succeeding W. Winterton, Saskatoon. J. Ludholme, Swift Current, was named vice-president and J. Heaps, Regina, secretary-treasurer.

Showmanship Wins Odeon Promotions

In connection with the climax to the Odeon showmanship drive, a number of promotions were announced. A district prize winner, Charles Mason of the Roxy Theatre, Brampton, was named to W. C. Tyer's headoffice advertising department. Walter Askew, assistant to Frank Lawson, Danforth Theatre, Toronto, succeeded Mason at Brampton.

Ron McGill, assistant manager of the Capitol Theatre, Hamilton, was appointed manager of the Palace at Galt. Tony Jock, assistant at the Capitol, Niagara Falls, was transferred to the Capitol, Hamilton, managed by Nicky Langston, showmanship champion.

U.S. Equipment Co's. To Join CMPIC

Formal announcement will be made shortly at Montreal that arrangements have been completed for active membership in the Motion Picture Industry Council of Canada of the associated companies in this country of the Theatre Equipment Dealers Association of the United States.

The principal firms in the field are identified in the move, the companies being located at Montreal, Toronto, Winnipeg, Calgary and Vancouver. A leader in the development is L. M. Bleackley, vice president and general manager, Perkins Electric Co. Limited, Montreal.

Lorne Green Gets Top Role From Col.

Lorne Greene, former chief newscaster for the Canadian Broadcasting Corporation, will play the principal character role in Columbia's "Tight Spot," with Ginger Rogers, Edward G. Robinson and Brian Keith. Phil Karlson directs, with Lewis J. Rachmil producing.

This will be Lorne Greene's second major role in Hollywood. He appears in Warner Bros. "The Silver Chalice."

Greene, who made his Broadway debut recently in "The Prescott Proposals," with Katharine Cornell, will be seen as the mobster, Costain, whom Robinson is seeking to deport through testimony to be obtained by Keith from Miss Rogers. "Tight Spot" is the screen version of the Broadway play, "Dead Pigeon."

Across the Country

Toronto and District

Kathleen Ann Archibald, the "Miss Canada of 1953" and a former cashier at the Famous Players' Paramount Theatre at Kelowna, B.C., has registered as a first-year student at the Ontario Veterinary College, Guelph, for a five-year course in order to become a veterinary surgeon.

• • •

Toronto police are on the search for burglars who demolished the large safe in the office of Manager George Davie at the Palace Theatre, Danforth Avenue, Toronto. Although they smashed in three sides of the safe, they could not get to the strong-box which contained $3,000. They broke a hole in the theatre roof and also in the ceiling of the projection room to gain access.

• • •

A Lions Club meeting at Brantford was turned into a "Movie Night" under the direction of a club member, Ben Schachar of the College Theatre. The special speaker was Arch H. Jolley, executive secretary of the Motion Picture Theatres Association of Ontario. The guests included W. Blondell, Paramount; Bill Burke, Capitol; Joe Paul, Esquire; and Ed Burrows, Odeon. The sixty-two members present each received a double pass to a local theatre.

• • •

Nominations for the 1955 Crew were received at the meeting of Toronto Variety Tent No. 28 when Chief W. A. Summerville presided, the session taking place Sept. 21 in the clubrooms.

The elections will be conducted at the regular meeting, Tuesday night, October 26.

• • •

A whole page in the last issue of "What's New," the attractive house organ of Famous Players Canadian Corp., was devoted to Russ M. McKibbin, the popular and capable manager of the big Imperial Theatre, Toronto. In addition to an outline of his lengthy career, the tribute reviewed his outstanding ability as a showman.

• • •

Bobby Breen, a Toronto contribution to Hollywood films and the television screen, visited Hamilton Sept. 17-18 as a goodwill ambassador for the B'Nai B'Rith association headquarters in Washington, D.C., during a North American tour. He was the special speaker at a Hamilton meeting and also visited the patients in the Mountain Sanatorium.

Maritimes

The Kent Theatre, Saint John, N.B. (Odeon Garson Circuit) managed by Mr. J. D. King, has been equipped for CinemaScope. The first film to be shown there was "The Robe."

• • •

Mr. Jay L. Smith, Editor and Publisher of the Canadian Moving Picture Digest — he is also president of Alliance Films — spent several days in Saint John last week. Mr. Jack Labow, general manager of RKO Films and Mr. Mark Plottel, general sales manager of Empire-Universal Films, are also visitors from Upper Canada who were in Saint John.

Vancouver

Since Vancouver's Wednesday closing law has been dropped following a plebiscite in favor of a six day shopping week, with a five-day week for store employees, Downtown business establishments all report increased business, theatres included, but Tuesday night which was a show-going night for the shop-girls is off plenty, showmen reported.

• • •

Bud Lynch, owner of the recently opened Fernie Drive-In near the coal town was in hospital for a major operation.

• • •

A brother act will be in charge of the Vancouver Branch of International Film distributors with Lou Segal appointing his brother Joe as Booker-salesman.

• • •

Douglas Hadden, house manager of the FPC Strand, and his wife Beatrice are parents of a 7-pound baby boy, born at St. Paul's Hospital, first for the Hadden's.

ODEON MANAGERS

(Continued from Page 1)

tion luncheon, included the following:

Ralph Bartlett, Odeon, Sarnia; Ken Woods, York Theatre, Hamilton; Leo Robineau, Odeon, Sturgeon Falls; Jim Chalmers, Odeon, Ottawa; Paul Hanner, Christie, Toronto; Ken Davies, Odeon, Guelph; Robert Hubbard, Century, Oakville; Lorne Moore, Odeon, North Bay; and Nick Langston, Capitol, Hamilton.

On Sept. 21, the second day, Frank H. Fisher, general manager of J. Arthur Rank Film Distributors (Canada) Limited, gave an enthusing outline of product for the company's 10th Anniversary Year.

WHITE CHRISTMAS

(Continued from Page 1)

tors Association, of which A. J. Mason is president, at Saint John N.B., October 5 and 6.

The Famous Players' regional conference is scheduled to be held October 4-5 at Saint John with President J. J. Fitzgibbons and other executives in attendance and they are expected to be present at the meeting of the Maritime Association.

JARO Fetes Author Wrote Doctor Films

Dr. Richard Gordon, who wrote "Doctor in the House," was in Toronto last week and spoke at the Royal York Hotel on September 22nd, addressing a Smith's Literary Luncheon. Prior to his arrival in Toronto, he appeared at Eaton's Book Department in Montreal.

His busy Toronto schedule included a radio interview with June Dennis, and an appearance on the "Court of Opinion" radio show. He addressed the Women's Press Club Luncheon on September 21st.

Following his address at the W. H. Smith and Son luncheon, Dr. Gordon met the trade and lay press at a reception given by Frank Fisher, vice-president and general manager of JARO.

On the last evening of his visit to Toronto, before journeying to New York, Dr. Gordon (Gordon Ostlere in real life) found time to see his film "Doctor in the House" at the Hyland Theatre.

Because of its tremendous box-office success, the J. Arthur Rank Organization is now preparing Dr. Gordon's' second book, "Doctor at Sea," starring Dirk Bogarde.

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B&F Reinvesting Money—Theatre Improvements Speeded Up—Fine

"PROGRESS" has been the byword at B. & F. Theatres again, lately. With most of their houses equipped for wide screen and CinemaScope presentation, Samuel Fine and Samuel Bloom are looking forward to an era of greater attendance and larger grosses.

B. & F. is a Toronto circuit of suburban theatres, associated with Famous Players Canadian Corp. Ltd. First formed in 1927, the company, under the guidance of Messrs. Bloom and Fine, grew to a twenty-theatre chain, all in Toronto. To keep pace with changing conditions, different techniques have been adopted. Head Office policy has been to dispose of low-grossing theatres, in districts where more than one B. & F. house is located, with the condition of sale being that the building is not to be used as a motion picture theatre. In line with this theory, the Gerrard, Carlton and Academy Theatres have been sold, and the Apollo Theatre closed. This tends to concentrate the theatre-going population into the remaining theatres. This plan has met with considerable success. The smaller number of theatres has enabled Bill Summerville, Jr., Theatre Supervisor, and Jack Fine, Booker and Buyer, to concentrate on ways and means to improve business.

In each case, where a theatre has been sold, B. & F. has turned the proceeds to good use in other theatres. Present plans include reseating the Eastwood; putting in an air-conditioning system, new front and marquee at the Parliament; new curtains and terrazzo in the Beaver, and a facial interchangeable sign at the La Plaza. Samuel Fine declares, "We are proving our faith in the future of the theatre business by reinvesting money in our theatres. Today's customer not only demands the best in picture production, but also insists on courtesy, service and comfort. To draw our customers away from their TV sets and into our theatres, we must fulfill their wishes every inch of the way."

B. & F. has made a significant departure from the ordinary in the Pylon Theatre (in which the late Ray Lewis, former Publisher and Editor of the Digest, was a partner) by turning to a complete Italian language policy. Located in the heart of Toronto's large Italian district, the new policy has been an outstanding success. All pictures play for at least one week, with Saturday's business representing a major part of the gross. The Pylon has pioneered the appearance of American Pictures dubbed in Italian, in Canada, having just finished playing "Mutiny on the Bounty." To hear and see Charles Laughton bellow "Mr. Christian, come here!" in Italian, is a treat to behold! With the success of this policy, other companies are planning to follow MGM's lead in bringing in Italian versions of their greatest hits.

Testing of the York Theatre, located in the heart of Toronto, as an Art Type theatre, is currently progressing with anticipated good results. Situated in the exact centre of the City, the York has a great potential for this type of picture.

Another unique feature of the B. & F. organization, is their Sign Shop, operated by George Robinson, and located above the Parliament Theatre. This Sign Shop handles work only for B. & F. Theatres, and the various Managers keep four men busy, full time, turning out the required advertising, including fronts, panels, one-sheets, price cards and anything else that a theatre may require.

A significant departure occurred recently, when four neighborhood B. & F. Theatres joined with a downtown Theatre to play the first-run- pictures of the last MARCIANO-CHARLES Fight, along with two first-run features. The excellent results gained at this time, were encouraging, and Messrs. Bloom and Fine hope to continue this policy.

Samuel Bloom, Managing Director of the Company, avers that "We must change with the times! The public demands to see pictures when they are new. We must cater to our clientele, and if this means changing policies in various theatres, we will certainly do so."

Republic Gets Two Top Rank Pictures

Republic Pictures has acquired U.S. distribution rights to two top grossing J. Arthur Rank features and is reported to have options on several others. Unusual deal is said to be a forerunner of closer ties between the Herbert Yates and Rank companies.

Pictures acquired by Republic include the Technicolor hit, "Doctor In The House," and "Trouble In Store," another top-grossing comedy.

Still another outside picture acquired by Republic is Jules Levey's Italian import, "The She-Wolf," starring Kerima.

MARK THESE DATES ON YOUR CALENDAR!

Nov. 22 — Annual Meeting, National Ctee. Motion Picture Exhibitors Assoc. of Canada, King Edward Hotel.

Nov. 23-24—Annual Meeting, Motion Picture Industry Council of Canada, King Edward Hotel.

Nov. 23 — Luncheon, Hosts Canadian Motion Picture Distributors Assoc. King Edward Hotel.

Nov. 23 — Variety Club Tent 28 Award Dinner, Prince George Hotel.

Nov. 25 — Motion Picture Theatres Assoc. of Ontario Annual Meeting and Luncheon. King Edward Hotel.

Nov. 25 — Canadian Picture Pioneers Annual Award Dinner.

MOVIE TRADE SHOW
King Edward Hotel
Nov. 23-24-25
12 a.m. to 8 p.m.

For further information and accomodation reservations, write Arch H. Jolley, Executive Secretary, Motion Picture Industry Council of Canada, 21 Dundas Square, Toronto, Ontario.

MOBY DICK

Orson Welles has reported to Warners for his role as the preacher in "Moby Dick."

ODEON "BIG SHOW" CHAMPIONSHIP LUNCHEON

Top center: Odeon executives headed by David Griesdorf named Nicky Langston, this year's Champion. Center left: Jim Hardiman, standing in front of part of the display at the Luncheon. Center right: Nick Langston with the general managers of the distribution companies. Lower left: Some of the Ontario prize winners. Lower right: Champion Langston with the publicity heads of the distribution companies.

Canadian Premiere

Towne Cinema, Ottawa

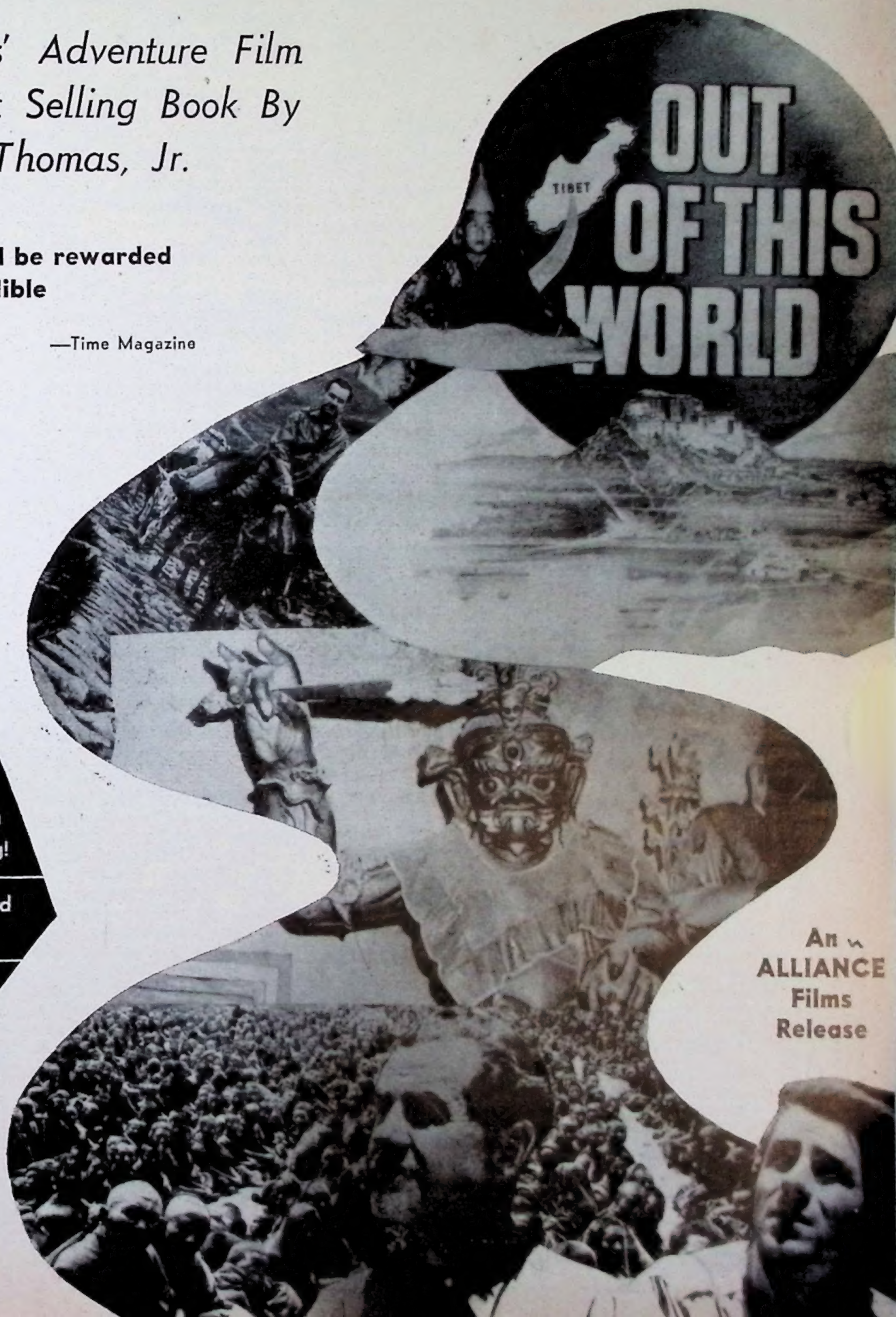
Lowell Thomas' Adventure Film
From The Best Selling Book By
Lowell Thomas, Jr.

"The movie-goer will be rewarded by the almost incredible 'paradise lost'!"

—Time Magazine

★ ★ ★ ½ ★
"Fascinating Technicolor panorama!"

—N.Y. News



IE: Fabulous Shangri-La The Roof of the World!

IE: The Potala—Incredible Skyscraper, higher than the Woolworth Building!

EE: The Mysterious Sacred City..... Holy Lhasa!

E: The Dalai Lama! The God King—

EE: Bodyguards Seven Feet Tall!

Print by TECHNICOLOR

An ALLIANCE Films Release

TAYLOR REPORTS

(Continued from Page 1)

recent Director's meeting of the Canadian Motion Picture Distributors Assoc.

"1. That a Canadian Motion Picture Institute be activated by the appointment of a Board of Directors of twelve, such Board to be made up as follows:

(a) One representative appointed by each of the seven exhibitor organizations in Canada, members of this Council;

(b) Two distributors appointed by the Motion Picture Distributors Association;

(c) Three members at large, appointed by this Council.

"2. Upon the appointment of the Board of Directors, such Board should meet and agree on the selection of an Executive Director who shall have such qualifications as are necessary to engage in public relations work and particularly, one with experience in the newspaper and magazine field. Such Director should set up an office in Toronto and arrange for a sub-office in Montreal in order that whatever plans are worked out for English-speaking magazines and newspapers can also be activated in their French counterparts in Quebec.

"3. Upon establishment of the offices hereinbefore mentioned, the following work should be proceeded with:

(a) All newspapers, magazines, radio stations, etc., should be advised of the formation of this organization and its purpose.

(b) A direct mail campaign should be proceeded with, directed at these outlets soliciting cooperation in the obtaining of better treatment for movies.

(c) Contact should be made with established fact-finding bodies in order to obtain proper facts on the movie-going habits of the Canadian public.

(d) Create a weekly movie column to be sent to all papers with interesting data on movies and players. This could be supplied in mat form to small-town newspapers which do not otherwise have regular movie coverage.

(e) Contact established magazines with a view to having them run regular four- or eight-page movie sections in every issue or, in the alternative, a special edition every year, similar to that done in many United States cities.

(f) Work out a plan for display and previews of 16 mm. films on forthcoming attractions at various exhibitions, etc. This can become an important public relations and direct-advertising job and at comparatively small cost.

(g) Arrange for routing of representative speakers to service groups and women's organizations in order to create a favorable and friendly attitude to the motion picture industry.

(i) A concerted and continuous effort should be made with all newspapers on the higher advertising rates presently being charged motion picture theatres, and in many cases the lack of co-operation being given for publicity. It would seem that Institute could do a great deal of good along these lines.

"4. It was felt by the committee that this plan should be undertaken on a two year basis and that the minimum budget should be $50,000 per annum. We should try to start the plan by the 1st of January 1955. It is recommended that the budget be apportioned as follows:

"The distributors to pay $15,000 per annum, such sum to be allocated among themselves.

"The exhibitors to pay 5c per seat, or, in the case of drive-ins, 5c per car."

TRAILERS!
For Immediate Service and Economy
For All Special Trailers
Date Trailers
PERSONALIZED WITH THEATRE NAME ONLY — $2.75
ORDER NOW! — FROM
Film Trailer Service
250 VICTORIA ST. TORONTO
157 RUPERT ST. WINNIPEG

Newspapers Ignore Film Biz

(Continued from Page 1)

adian Motion Picture Institute (3-i) will win wide-spread support in the industry. The news that the Toronto Star has hiked its rate to 55c as of January 1 plus the table of newspaper rates listed for key cities, should bring quick action on the part of exhibitors and distributors at the next meeting of the Motion Picture Industry Council.

Watch for Clare Appel's statement on this problem next week.

Newspaper Amusement Page Ad Rates for (July-August 1954) and (First Quarter 1952):

Newspaper	Flat Per Line		Amusement Page	
	1952	1954	1952	1954
Victoria Colonist Times	.25	.29	.26	.30
Vancouver Province	.35	.40	.40	.45
Vancouver Sun	.47	.53	.47	.55
Albertan (Calgary)	....	.14	....	.14
Herald (Calgary)	....	.20	....	.32
Journal (Edmonton)	.24	.24	....	.35
Leader Post (Regina)	.13	.15	.17	.20
Star-Phoenix (Sask.)	.12	.14	.17	.20
Free Press (Wpg.)	.23	.26	.29	.32
Tribune (Wpg.)	.20	.20	.25	.25
Expositor (Brantford)	.09	.10	.10	.12
Mercury (Guelph)	.08	.08	.10	.10
Spectator (Hamilton)	.22	.24	.23	.25
Whig-Standard (Kingston)	.08	.09	.15	.15
Free Press (London)	.25	.29	.30	.30
Citizen (Ottawa)	.18	.20	.25	.25
Journal (Ottawa)	.18	.20	.25	.25
Standard (St. Kitts)	.08	.10	.08	.10
Star (Sudbury)	.10	.12	.10	.15
Globe & Mail (Toronto)	.55	.60	....	.45
Star (Toronto)	.65	....	....	.55
Telegram (Toronto)	.55	....	.42	.45
Star (Windsor)	.23	.25	.24	.26
Gazette (Montreal)	....	.22	.33	.33
Montreal-Matin (Montreal)	.11	.15	.15	.20
La Patrie (Montreal)	.10	.10	.15	.15
La Presse (Montreal)	....	....	.40	.40
Star (Montreal)	....	.38	.35	.38
Chronicle-Telegraph (Que.)	.08	.08	.10	.10
La Tribune (Sherbrooke)	.10	.11	.22	.22
Chronicle-Herald & Mail-Star (Halifax)	....	.30	....	.34

Associates, Employees Inducted In F.P. 25 Year Club

Thirty-one associates and employees of Famous Players were inducted into the 25 Year Club during the recent Western visit of John J. Fitzgibbons and a group of his executives.

Speaking at the final induction dinner held in the Panorama Roof at the Hotel Vancouver, Mr. Fitzgibbons said: "Last year we were reading critical things about our industry. Today, thanks to tremendously improved attractions, CinemaScope and VistaVision, we have entered upon an era of prosperity and our industry is being praised on all sides. Let us join in this chorus of praise because we can do so sincerely.

"The reason for this and similar gatherings is to try to express our sincere appreciation of the loyalty and service you have given this company," Mr. Fitzgibbons told the 25 Year Club inductees. "You helped to build the foundation that has made Famous Players an honored company and you have helped bring to it the dignity and respect it now enjoys."

Mr. Fitzgibbons reviewed the history of the 25 Year Club which had been founded on the 25th anniversary of Famous Players in 1945 and whose roster now contains the names of 350 men and women, each with a quarter century of service with the company.

Inducted at the Vancouver dinner were Walter Bennett, Capitol Theatre, Vernon; Mrs. Alberta Easthom, Windsor Theatre, Vancouver; Samuel Elleringron, Orpheum Theatre, Vancouver; Claude G. Karp, Vancouver office; Edward R. Marshall, Capitol Theatre, Vancouver; J. Roderick Martin, Strand Theatre, Vancouver; William E. McCartney, Orpheum Theatre, Vancouver; William J. L. Pacey, Broadway Theatre, Vancouver; Carl Rau, Capitol Theatre, Victoria; A. Sydney Summers, Orpheum Theatre, Vancouver; Claude G. Smith, Paramount Theatre, Chilliwack; and William H. Taylor, Strand Theatre, Vancouver.

Senator J. W. de B. Farris, a member of Famous Players' board of directors, said: "I think it appropriate to extend a word of welcome to Mr. Fitzgibbons and Mr. Bolstad and our other visitors from Toronto. I should like to congratulate the executives of our Company on the good work they have done. We see everywhere evidences of the improvements made and shareholders have the happy experience of seeing their stock go up. This does not happen accidentally but rather it is the result of hard work, skilful planning and executive ability."

The 25 Year Club meetings, Senator Farris said, are a declaration of how people can get along in friendly co-operation.

"If that can be accomplished in our own organization it can be ac-

(Continued on Page 7)

Chatter... That Could Matter!

By MAX CHIC

Warner Bros. won't need a net to drag them in for "Dragnet" . . . it's sure-fire box-office . . . the **Village** theatre, Toronto, had its first CinemaScope preview, last week, showing **Fox's** "Broken Lance."

Chet Freidman, MGM's publicity head, has a way with women . . . every personal appearance tour set by **MGM** has involved women, and pretty ones at that . . . this time 2 Bonnie Scottish lassies from "Heather Land" were under his wing promoting "Brigadoon" . . . overheard at their press conference, "**MGM** has had a divorce of convenience."

Gus Ryder, the trainer of champs will address the **Motion Picture Softball League's** "Luncheon of Champions" where the 1954 League Winners will be presented their trophy, next Tuesday, October 5.

The Main Event of The Week . . . at least for me . . . the birth of a 7 lb. baby daughter . . . the proud parents, my wife, **Charlotte** and yours truly . . . If there are errors in this week's issue, please forgive me, as this, our first production, has me slightly excited.

25 YEAR CLUB

(Continued from Page 6)

complished in Canada and it may be throughout the world," he said.

R. W. Bolstad thanked Frank Gow and Maynard Joiner for the arrangements for the meeting of the Vancouver Branch of the 25 Year Club.

"Twenty-five years ago there was a revolution in our industry when talking pictures were introduced," Mr. Bolstad said.

"Today we have entered on another important phase of our business with the introduction of radically new types of presentation such as CinemaScope and VistaVision, new methods of sound reproduction and new techniques in picture making.

"Canada and Famous Players have grown together in the past 25 years," he said. "You members of the 25 Year Club have made your contribution to your company and this country. With your help Famous Players will take its part in making Canada a better place in which to live."

The duties of toastmaster were ably handled at all 25 Year Club functions by Bob Eves, Western Division manager.

C. Doctor Honored

A highlight at the closing dinner held by Famous Players in the Hotel Vancouver, Vancouver, on September 20th, was the presentation by J. J. Fitzgibbons to Charles Doctor, manager of the Capitol theatre, Vancouver, of the Quigley Grand Award for 1953 which Charlie won in competition with showmen from all over the world. This marked the second time Doctor had won this honor in world-wide competition.

"It is my honor to present this plaque to you on behalf of Martin Quigley," Mr. Fitzgibbons said. "Once again you have brought great honor to our company and yourself and we bask in the reflected glory of you and your colleague, Ivan Ackery. Both of you are two-time winners of this coveted award. You are an inspiration to our other managers."

Doctor also has been a winner in the Digest Showmanship Contest.

White Christmas

Paramount held a preview at the Orpheum, Vancouver, Sunday, of "White Christmas" in VistaVision with 600 invited guests present, comments on the new system were tops. Clyde Gilmour in his column, said "as to VistaVision, I can report that it yields the clearest, brightest, easiest-on-the-eyes Technicolor I have ever seen, with no blure anywhere on the big screen, and with a depth-of-focus that promises superb results in future outdoor and spectacle productions."

N.S. Exhibitor Dies

The death of Mr. Seth McClearn Bartling, joint proprietor of the Astor Theatre in Liverpool, Nova Scotia, occurred at Liverpool on Monday, September 13th. Mr. Bartling and Mr. F. Gordon Spencer of Saint John, N.B., had been partners for some years in the operation of the Astor Theatre in Liverpool.

Trans-Canada

USE THIS INFORMATION AS YOUR GUIDE ON RELEASE DATES

TORONTO

IMPERIAL
The Egyptian (20th-Fox) CinemaScope, color by DeLuxe with Jean Simmons and Victor Mature.

SHEA'S
4th week. Sabrina (Par.) with Humphrey Bogart and Audrey Hepburn.

UNIVERSITY
3rd week. Susan Slept Here (RKO) Tech. with Dick Powell and Debbie Reynolds.

NORTOWN
2nd week. The High and the Mighty (Warner) C'Scope and WarnerColor with John Wayne.

ODEON
5th week. Magnificent Obsession (E-U) Tech. with Jane Wyman.

UPTOWN
Random Harvest (MGM) with Ronald Colman and Greer Garson.

LOEW'S
4th week. Seven Brides for Seven Brothers (MGM) C'Scope & Color with Jane Powell.

HYLAND & CHRISTIE
4th week. Doctor in the House (JARO) Tech. with Dirk Bogarde.

INTERNATIONAL CINEMA
4th week. An Inspector Calls (IFD) with Alistair Sim.

DOWNTOWN
Duel in the Sun (IFD) Tech. with Gregory Peck.

MONTREAL

PALACE
2nd week. The Student Prince (MGM) C'Scope and Color with Ann Blyth.

LOEW'S
The High and the Mighty (Warner) C'Scope and WarnerColor with John Wayne.

PRINCESS
Duel in the Jungle (Warner) Tech. with Jeanne Crain.

CAPITOL
Magnificent Obsession (E-U) Tech. with Jane Wyman.

AVNUE
5th week. Man With a Million (JARO) Tech. with Gregory Peck.

KENT
5th week. The Living Desert (RKO) Tech.

ORPHEUM
Broken Arrow (20th-Fox) and A Yank in the R.A.F. (20th-Fox).

WINNIPEG

CAPITOL
2nd week. The Student Prince (MGM) C'Scope and Color with Ann Blyth.

LYCEUM
Gorilla at Large (20th-Fox) Tech.

MET
2nd week. Rear Window (Par.) Tech. with James Stewart.

ODEON
The Long Wait (U.A.)

GAIETY
The Iron Glove (Col.) and the Stratford Adventure (Col.)

GARRICK
2nd week. Garden of Evil (20th-Fox) C'Scope and Tech. with Gary Cooper.

VANCOUVER

CAPITOL
Demetrius and the Gladiators (20th-Fox) C'Scope and Tech. with Victor Mature and Susan Hayward.

ORPHEUM
2nd week. Rear Window (Par.) Tech. with James Stewart.

VOGUE
Magnificent Obsession (E-U) Tech. with Jane Wyman.

STUDIO
The Green Scarf (IFD) with Michael Redgrave and Ann Todd.

DUNBAR
2nd week. The Final Test (JARO) with Jack Warner.

ST. JOHN

STRAND
The Black Shield of Falworth (E-U) C'Scope and Tech. with Tony Curtis and Janet Leigh.

CAPITOL
Princess of the Nile (20th-Fox) Tech. with Debra Paget.

PARAMOUNT
Rear Window (Par.) Tech. with James Stewart.

Beau Brummel

MGM's "Beau Brummel" has been chosen for the annual Royal Film Performance to be held this year on Nov. 15 at Metro's Empire Theatre, London, England.

Columbia to film "Music by Duchin," portrayal of the famous **Eddie Duchin** from College graduation until his death . . . Empire-Universal planning early release for two of their Technicolor features, "Foxfire," starring **Jeff Chandler** and **Jane Russell;** and "Man Without a Star," with **Kirk Douglas** and **Jeanne Crain** . . . Paramount announces that **Hal Wallis** has signed **Marissa Pavan,** beautiful young Italian star, to play the part of Rosa, **Anna Magnani's** daughter in the forthcoming VistaVision film "The Rose Tattoo," **Daniel Mann** directing . . . **Clark Gable** signed by Columbia for the title role in the **William Goetz** production "Captain Calico," to be released in Technicolor . . . United Artists have set Sept. 29th as the big day for their gala world premiere of "The Barefoot Contessa," at the Capitol Theatre, Broadway . . . "Port of Hell," new title for the A.A. release "Dynamite Anchorage," which has recently been completed with **Dane Clark** heading the cast . . . **Cecil B. DeMille** has added another star, **Yvonne De Carlo,** to his already star-studded cast of "The Ten Commandments," cast includes such famous names as **Charlton Heston, Edward G. Robinson, Anne Baxter, Cornel Wilde, Yul Brynner, Vincent Price, Debra Paget** and **Sir Cedric Hardwicke.** Pinewood Studios Producer **Maurice Cowan** and director **John Paddy Carstairs** are at work on the **Norman Wisdom** comedy "One Good Turn" . . . It's **Tony Curtis** for the lead in Empire-Universal's "The Goodman Story" . . . **Walter Wanger** announces October 8th as the date for the premiere of Allied Artists' "The Adventures of Hajji Baba" to be released by 20th-Fox . . . Allied Artists have **Debra Paget** on loan from 20th-Fox to co-star with **Raymond Massey** in "John Brown's Raiders" . . . **Ben Kalmenson** announces a formal 2-theatre premiere for the Warner musical drama "A Star Is Born," which will take place simultaneously at the New York Paramount and Victoria Theatres, October 11.

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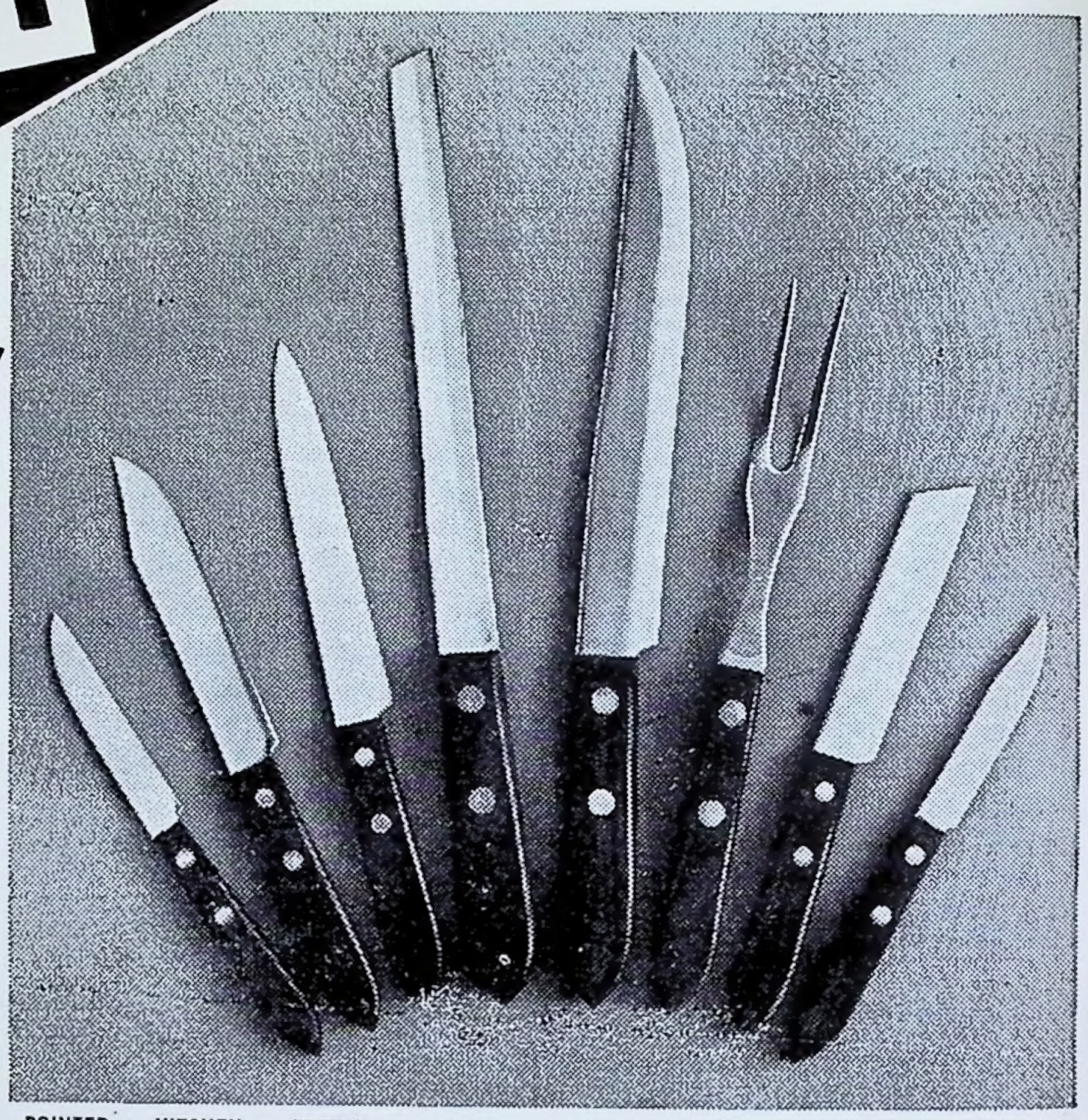

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